



FOR IMMEDIATE RELEASE:

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BioMedix™ is Recognized Among the Nation's Most Elite Healthcare Marketing Professionals in the 2011 Aster Awards Competition

ST. PAUL, MN — May 10, 2011 — Honored for excellence in advertising in the 2011 Aster Awards, BioMedix™ received six Gold and one Bronze recognition in this year's competition for its online advertising, customer communication e-newsletter, cardiovascular service line, physician referral program, promotional product brochures, internal advertising campaign and special P.A.D. Awareness Month events (co-sponsored by the P.A.D. Coalition).

The Aster Awards, one of the largest national competitions of its kind, is hosted by *Marketing Healthcare Today Magazine* and Creative Images, Inc. This elite program recognizes outstanding healthcare professionals for excellence in their advertising/marketing efforts for the calendar year of 2010.

"It was an honor to have the number of Healthcare organizations and agencies that participated in the 2011 Aster Awards Competition. The quality of this year's entries went well beyond the judges' expectations," said Melinda R. Lucas, Aster Awards Program Coordinator.

The 2011 Aster Awards received approximately 3,000 entries from across the United States as well as Canada and South America. Participant's entries competed against similar-sized organizations in their category. Entries must score at least in the top 16% to receive an award. Judging criteria includes creativity, layout and design, functionality, message effectiveness, production quality and overall appeal.

"We are honored to be recognized amongst the top in the nation by the Aster Awards for the second year in a row for our marketing initiatives and education solutions in support of healthcare systems, physicians and hospitals building Cardiovascular and Podiatric centers of excellence," said Meg Heim, Vice President of Marketing for BioMedix™, "We are truly proud to provide our customers with award-winning marketing and education materials to further our shared mission of early detection and efficient management of vascular disease."

All winners are posted on the Aster Awards website (www.AsterAwards.com), as well as published in *Marketing Healthcare Today*, a national healthcare marketing magazine.

About BioMedix™

BioMedix™ is a leader in Health Information Technology (HIT) software, products and services that connect Podiatric Physicians, Primary Care Physicians, vascular labs, vascular specialists, hospitals and healthcare systems in a continuum of collaborative care. We provide the only integrated suite of hardware, software and online services designed to cost-effectively detect vascular disease. Our award-winning suite of medical devices, advanced practice management and Electronic Health Record (EHR) software and web-based solutions give providers a more complete view of patient care. For more information about BioMedix™ products, call 877-854-0014 or log on to www.BioMedix.com.

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